

## Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 11403 101007Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----020439 111031Z /11  
R 092030Z JUN 78  
FM AMEMBASSY BRUSSELS  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7186

UNCLAS BRUSSELS 11403

E.O. 11652: N/A  
TAGS: BTIO, BE  
SUBJ: INDUSTRIAL EQUIPMENT EXHIBITION CATALOG SHOW,  
BRUSSELS - HEYSEL, MAY 28 - JUNE 1, 1978

REF: 10 FAM 366.4G

1. FIFTH INTERNATIONAL INDUSTRIAL EQUIPMENT EXHIBITION.  
PALAIS DU CENTENAIRE, PARC DES EXPOSITIONS (HEYSEL),  
B-1020 BRUSSELS. MAY 28 - JUNE 1, 1978.

2. A TOTAL OF 134 CATALOGS WERE DISPLAYED OF WHICH 18  
WERE FROM NEW-TO-MARKET FIRMS. 57 FIRMS DISPLAYING  
CATALOGS WERE SEEKING LOCAL REPRESENTATIVES/AGENTS/  
DISTRIBUTORS. 118 OF THE 134 FIRMS DISPLAYING CATALOGS  
RECEIVED TRADE LEADS, AND 56 OF THE 57 FIRMS SEEKING  
REPRESENTATION RECEIVED REPRESENTATION ENQUIRIES.

3. THE NUMBER OF SERIOUS VISITORS TO THE BOOTH DURING  
ITS 40 HOURS OF OPERATION OVER 5 DAYS WAS APPROXIMATELY  
650, OF WHOM 126 REGISTERED. A TOTAL OF 437  
TRADE LEADS WERE RECEIVED INCLUDING 221 REPRESENTATION  
ENQUIRIES. OF THE 126 REGISTERED VISITORS, 51 EXPRESSED  
INTEREST IN SOME FORM OF REPRESENTATION.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 11403 101007Z

4. 41 TRADE OPPORTUNITIES WERE DEVELOPED IN  
CONNECTION WITH THE SHOW. SIXTEEN OF THESE HAVE ALREADY  
BEEN SENT. LETTERS HAVE BEEN SENT TO EACH OF THE FIRMS  
WHICH DISPLAYED CATALOGS AT THE SHOW PROVIDING FULL  
DETAILS ON TRADE LEADS.

5. SHOW CATALOG, PHOTOS, PRESS CLIPPINGS, ETC.

WILL BE SENT UNDER SEPARATE COVER.

6. PARTICIPATION OF THE US FIRM, DR. DVORKOVITZ AND ASSOCIATES IN THE USA STAND PROVED VERY EFFECTIVE. A SEPARATE MESSAGE IS BEING SENT ON THIS SUBJECT.

7. COMMENT: AS AN EXHIBITION OPEN ONLY TO PROFESSIONALS, THIS ONE WAS QUITE LARGE, FILLING FIVE PALAIS AT HEYSEL AND ATTRACTING 28,000 REGISTERED VISITORS. THREE OTHER GOVERNMENTS, THOSE OF THE UNITED KINGDOM, THE SOVIET UNION AND BULGARIA, WERE REPRESENTED, ALL WITH STANDS CONSIDERABLY LARGER THAN OURS. (THE SOVIETS HAD AN ENTIRE PALAIS TO THEMSELVES.) OUR STAND LOCATION WAS GOOD, THOUGH, DIRECTLY ADJACENT TO THE PERMANENT SECRETARIAT IN THE MAIN PALAIS (NUMBER 5). SEVERAL VISITORS WHO HAD BEEN TO ALL THE GOVERNMENT STANDS MENTIONED THAT THEY FOUND THE U.S. STAND, WITH ITS OFFERINGS OF THE LATEST TECHNOLOGY (THE DVORKOVITZ SYSTEM) AS WELL AS PRODUCTS, THE MOST INTERESTING. CHAMBERS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 09 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BRUSSE11403  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780244-0333  
**Format:** TEL  
**From:** BRUSSELS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780678/aaaacpax.tel  
**Line Count:** 81  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 9aecc58c-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2423346  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** INDUSTRIAL EQUIPMENT EXHIBITION CATALOG SHOW, BRUSSELS - HEYSEL, MAY 28 - JUNE 1, 1978  
**TAGS:** BTIO, BE  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/9aecc58c-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014